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Promotion IN ACTION



November 27, 2024



COREY SCOTT, CEO

Comments from Our CEO

Midwest Dairy would like your feedback on how you prefer to learn about the work being done with your checkoff investment in dairy promotion and research. The 2024 Annual Farmer Survey is now available, and I encourage you to take a few minutes to share your opinions. Your participation will help us improve how Midwest Dairy showcases your checkoff investment at work, including Midwest Dairy's initiatives and projects to drive dairy sales and build trust.

The survey has been sent via email and text message; you can also access it by

[clicking here](#). The first 70 dairy farmers who respond to the survey will receive a \$50 Visa gift card, and all participants will be entered to win one of three Solo Smokeless Bonfire 2.0 Stoves.

It is important to me to hear from you, our farmer investors. Thank you for taking the time to complete the survey. Your feedback is invaluable and will help Midwest Dairy improve how we communicate our efforts and results to dairy farmers.



Driving dairy sales during Back-to-School season

During the back-to-school season in August and September, Midwest Dairy partnered with several vendors to increase demand for dairy products among the region's top five partners. Learn more below!

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2025 Dairy Ambassador Program applications are open

Midwest Dairy is inviting students interested in dairy to apply to become Dairy Ambassadors in one of five Midwestern states: Illinois, Iowa, Minnesota, Nebraska, and South Dakota. Apply today!

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Connecting with teachers to bring dairy and science together in the classroom

Midwest Dairy proudly offers educators a discovery curriculum incorporating STEM concepts designed for elementary through high school students. Learn how this curriculum is making its way to the classroom.

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Triple chocolate brownie fudge LTO at Kwik Trip

Midwest Dairy partnered with Kwik Trip/Kwik Star this summer to promote their Triple Chocolate Brownie Fudge ice cream pints.

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A taste of tradition event increased support for dairy among diverse dietitians

Midwest Dairy collaborated with other checkoff organizations to host "A Taste of Tradition," an event to build trust in dairy among over 40 diverse and influential thought leaders.

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Thought leader webinar promotes cultural relevancy and importance of dairy in the first 1,000 days and beyond

Midwest Dairy hosted a webinar targeting health and wellness thought leaders. Attracting over 340 registrants, this was the highest registration of the year.

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Building and cultivating relationships in Illinois at dinner and discussion events

This fall Midwest Dairy hosted two dinner and discussion events titled "Nourishing a Sustainable Food System: Dairy's Role." Click below to learn more about!

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Have a question? Find and contact your Farmer Relations Manager

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